CommPrep™ Crisis Response Guide

Know the facts. Tell the truth well.

The first hour

1. Make sure people are safe. Call 911 if needed.
2. Get the facts: what, where, when, who's affected.
3. Call your crisis lead and spokesperson.
4. Tell your own people before the public hears it.
5. Post a holding statement within the hour.
6. Set the next update time and say it out loud.
7. Keep a log of who you told, what you said and when.
8. Route every media call to one person.

Who to call

Emergency services	911
Crisis lead	_____
Spokesperson	_____
Top executive	_____
Legal counsel	_____
HR / staff lead	_____
Insurance	_____
Regulator / agency	_____
IT / web / social	_____

Holding statement

> [Organization] is responding to [what happened] at [place] at about [time]. Our first concern is the safety of everyone involved. We are [what you're doing now] and working with [agency]. We don't have all the details yet and will share what we can confirm. Our next update will be at [time]. Media contact: [name, phone].

Do

- Lead with people, not the organization.
- Say what you know and what you don't.
- Use one spokesperson and one set of facts.
- Give a next update time, and keep it.
- Correct mistakes fast, in the same place.
- Show empathy you actually mean.

Don't

- Guess, speculate or blame.
- Say "no comment" instead of explaining why you can't answer.
- Release names before families are told.
- Go silent, because others will fill the gap.
- Argue on social media.
- Say anything "off the record."

Your three messages

1. What happened and what we're doing about it.
2. What people should do right now.
3. When and where they'll hear from us next.

You'll be ready.

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